

REMARKS

During prosecution of the parent application, various claims were rejected under 35 USC §103 as being unpatentable over USP 6,352,186 issued to Endo (hereinafter "*Endo*") in view of USPAP US 2002/0086714 by Wang (hereinafter "*Wang*"). The rejections were based upon *Endo* teaching a mechanism "having a primary function of attachment of objects." (paper 20 page 12 line 1). The rejections were also based upon Wang for teaching a luminescent strip serving as an ornament (paper 20 page 12 line 17).

The independent claims above recite, in part, an ornamental attachment mechanism which has a primary function of facilitating attachment of an ornament *to decorate or adorn the mobile electronic communication device, covering etc.* In contrast, Wang states "Moreover, the luminescent strip or line may be hung on the user's neck to form a good ornament." Thus, Wang discloses the luminescent strip or line for forming a good ornament *for the user* not the *mobile electronic communication device*. Wang cannot be said to teach *decorating or adorning the mobile electronic communication device*.

Applicants respectfully submit that the claims are patentable over *Endo* in view of *Wang*.

Conclusion and Epilogue

In view of the foregoing, Applicant respectfully submits that claims 39-57 are in condition for allowance and early issuance of Notice of Allowance is respectfully requested.

If any additional fee is required, please charge Deposit Account No. 500393.

Respectfully submitted,
Schwabe, Williamson and Wyatt, P.C.

Dated: 8 April, 2004

By: Robert Watt
Robert Watt
Registration No. 45,890